

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Darren P. Briggs et al.

Serial Number: 09/841,475

Filed: 04/24/2001

Patent Number: 7,080,139

Issued: 07/18/2006

For: **METHOD AND APPARATUS FOR SELECTIVELY SHARING AND PASSIVELY TRACKING COMMUNICATION DEVICE EXPERIENCES**

Commissioner for Patents

PO Box 1450

Alexandria, VA 22313-1450

POWER OF ATTORNEY

Sir:

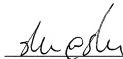
The undersigned, assignee of the entire interest in and to an application of Darren P. Briggs for U.S. Letters Patent for **METHOD AND APPARATUS FOR SELECTIVELY SHARING AND PASSIVELY TRACKING COMMUNICATION DEVICE EXPERIENCES**, filed 04/24/2001, Application Serial Number 09/841,475, now Patent Number 7,080,139, issued 07/18/2006, by an assignment document recorded with the United States Patent and Trademark Office at Reel/Frame 021158/0194 and attached hereto, hereby appoints the firm of Withrow & Terranova, P.L.L.C., Customer No. 71739, comprising Benjamin S. Withrow, Reg. No. 40,876, Steven N. Terranova, Reg. No. 43,185, John R. Witcher, Reg. No. 39,877, R. Chad Bevins, Reg. No. 51,468, Anthony J. Josephson, Reg. No. 45,742, and Eric P. Jensen, Reg. No. 37,647, as my attorneys and/or agents with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith.

Furthermore, in accordance with 37 CFR §3.73(b), the undersigned hereby states that the documentary evidence of a chain of title from the original owner to the assignee, i.e. assignment document referenced above, has been reviewed and the undersigned certifies that, to the best of assignee's knowledge and belief, title is in assignee who seeks to prosecute this application.

PLEASE ADDRESS ALL COMMUNICATIONS AND TELEPHONE CALLS TO:
WITHROW & TERRANOVA, P.L.L.C., 100 REGENCY FOREST DRIVE, SUITE 160,
CARY, NORTH CAROLINA 27518, (919) 238-2300.

Tena Technology, LLC

BY: _____



Hugh Svendsen
Chief Executive Officer

Date: 6/30/2008

File No.: 1116-147

Attachment A

WHEREAS, Darren P. Briggs, an individual residing at 1920 18th Ave. S., Nashville, TN 37212, Brady O. Bruce, an individual residing at 2817 Lincoln Way, San Francisco, CA 94122, Michael W. Mitchell, an individual residing at 109 Peyton St., Santa Cruz, CA 95060, and Emile L. Reed, an individual residing at 2700 E. Bates, Denver, CO 80210 (collectively and hereinafter "ASSIGNORS"), are the owners of record of the entire and full right, title, and interest to certain new and useful improvements in the following United States Patents and Patent Applications for Letters Patent in the United States (hereinafter the "Patents"):

Application No.	Patent No.	Filing Date	Title
09/841,475	7,080,139	24-APR-2001	Method and apparatus for selectively sharing and passively tracking communication device experiences

WHEREAS, Tena Technology, LLC, a Delaware limited liability company (hereinafter "ASSIGNEE"), having offices at 1000 N. West Street, Suite 1200, Wilmington, DE 19801, has purchased ASSIGNORS' entire and full right, title, and interest in and to the inventions disclosed in the Patents;

NOW, THEREFORE, in consideration of sums paid by ASSIGNEE to ASSIGNORS, and for other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby further acknowledge that they have sold, assigned, and transferred, and by these presents, do hereby sell, assign, and transfer, unto ASSIGNEE, its successors, legal representatives, and assigns, the entire and full right, title, and interest throughout the world in, to, and under the said improvements, and the said Patents and all Patents that may be granted thereon, and all provisional applications relating thereto, and all divisions, continuations, reissues, reexaminations, renewals, and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent that may hereafter be filed for said improvements or for the said Patents in any country or countries foreign to the United States; and ASSIGNORS hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements and all Letters Patent resulting from the Patents to ASSIGNEE, its successors, legal representatives, and assigns, in accordance with the terms of this Agreement. ASSIGNORS do hereby sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the said issued Patents before or after issuance.

[SIGNATURE PAGE FOLLOWS]

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 10 day of June, 2008.

By: [Signature]

Name: Darren P. Briggs

State of Tennessee

County of Davidson

On 6/10/08, 2008, before me appeared, Darren P. Briggs, an individual residing at 1920 18th Ave. S., Nashville, TN 37212, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13th day of June, 2008.

By: [Signature]

Name: Brady O. Bruce

State of California

County of San Francisco

On 6-13, 2008, before me appeared, Brady O. Bruce, an individual residing at 2817 Lincoln Way, San Francisco, CA 94122, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12 day of June, 2008.

By: [Signature]

Name: Michael W. Mitchell

State of ~~California~~ Wisconsin
County of ~~Santa Cruz~~ Dane

On June 12, 2008, before me appeared, Michael W. Mitchell, an individual residing at 109 Peyton St., Santa Cruz, CA 95060, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]

(Seal)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 11 day of JUNE, 2008.

By: [Signature]

Name: Emile L. Reed

92190 + 729

State of Colorado
County of Denver

On 6/11/08, 2008, before me appeared, Emile L. Reed, an individual residing at 2700 E. Bates, Denver, CO 80210, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature [Signature]

(Seal)



My Commission Expires 08/17/2009